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Las 4S's de la Content Curation

Estudio de caso (I)

Las 4ss De La Content Curation Estudio De Caso I

**Patrícia Coll Rubio, Josep Lluís Micó i
Sanz**



Las 4ss De La Content Curation Estudio De Caso I:

Estrategias de publicidad y relaciones públicas en la era digital Patrícia Coll Rubio, Josep Lluís Micó i Sanz, 2019-06-01
Este libro presenta los resultados de una investigación sobre las estrategias de publicidad y relaciones públicas de tres marcas de referencia en el ecosistema digital de Barcelona ciudad que se ha convertido en uno de los principales hubs tecnológicos del mundo Las conclusiones del análisis de la planificación publicitaria y de las relaciones públicas nativas digitales expuestas en el libro aportan conocimiento acerca del ecosistema startup y también de las empresas e instituciones que afrontan el imparable proceso de transformación digital en el que está inmersa la comunicación

Content Curation Platforms Gerard Blokdyk, 2017-10-31 How do you select collect align and integrate Content Curation Platforms data and information for tracking daily operations and overall organizational performance including progress relative to strategic objectives and action plans How frequently do you track Content Curation Platforms measures Do we monitor the Content Curation Platforms decisions made and fine tune them as they evolve Who will be responsible for documenting the Content Curation Platforms requirements in detail Is the Content Curation Platforms process severely broken such that a redesign is necessary Defining designing creating and implementing a process to solve a business challenge or meet a business objective is the most valuable role In EVERY company organization and department Unless you are talking a one time single use project within a business there should be a process Whether that process is managed and implemented by humans AI or a combination of the two it needs to be designed by someone with a complex enough perspective to ask the right questions Someone capable of asking the right questions and step back and say What are we really trying to accomplish here And is there a different way to look at it For more than twenty years The Art of Service's Self Assessments empower people who can do just that whether their title is marketer entrepreneur manager salesperson consultant business process manager executive assistant IT Manager CxO etc they are the people who rule the future They are people who watch the process as it happens and ask the right questions to make the process work better This book is for managers advisors consultants specialists professionals and anyone interested in Content Curation Platforms assessment All the tools you need to an in depth Content Curation Platforms Self Assessment Featuring 487 new and updated case based questions organized into seven core areas of process design this Self Assessment will help you identify areas in which Content Curation Platforms improvements can be made In using the questions you will be better able to diagnose Content Curation Platforms projects initiatives organizations businesses and processes using accepted diagnostic standards and practices implement evidence based best practice strategies aligned with overall goals integrate recent advances in Content Curation Platforms and process design strategies into practice according to best practice guidelines Using a Self Assessment tool known as the Content Curation Platforms Scorecard you will develop a clear picture of which Content Curation Platforms areas need attention Included with your purchase of the book is the Content Curation Platforms Self Assessment downloadable resource

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